

## NAK Filmworks offers classes to train talent

NAK Filmworks, a television and feature film production company has recently relocated from Los Angeles to the Ventura Media Center (formerly Osmond Studios) in Orem and has established academic courses for development of professionals in the film industry.

NAK President Kirk Koskella, said his film company plans to produce two action-adventures in Utah this fall.

"We would like to create a pool of trained and talented people from Utah to draw from," he said. "The word is out that Utah is the place to make movies, so we desperately need to train the people here."

Training Center for the Professional, a subsidiary of NAK Filmworks, was organized to meet the increasing demand for talented and experienced individuals in the western United States' growing film industry, said Kelli Lundahl, TCP

## Business Trends

### Giraffics, Inc.

Leonard A. Lee, president of Giraffics, Inc., is pleased to announce the following changes in personnel. Tony Dato has been named General Manager over company operations. Jerry Allen is manager in charge of fabrication and Wayne Hall is production manager.

With production facilities located in Lindon, the company currently has 35 employees in its screen printing and sign manufacturing divisions.

The Screen Printing division presently is involved in the production of computer templates, decals, signs, and promotional items.

The Sign Manufacturing division is involved with the fabrication of steel



Tony Dato

native and prominent citizen of Ogden, he is Chairman of the Board of Lindquist & Sons, a mortuary with six funeral homes in Weber and Davis counties. He is chairman of the board of Washington Heights Corp., which operates three cemeteries, chairman of Lindquist Investment Co. and chairman of Great Western Insurance Co.

Davis has been associated with Utah Power since December 1948 and has served in a variety of engineering and management positions. He was named manager of engineering and construction in 1966. In 1974 he was elected a vice president, and became a senior vice president in 1982.

From 1985 until 1987 he served as president of Energy National, Inc., Utah Power's unregulated subsidiary. He became president of Utah Power in February 1987.

**Morris/**

Foster Travel were in excess of \$110 million in 1988, which places it within the top 25 travel agencies in the nation.

### Western Mortgage

Jerald L. Dixon was hired as a loan officer for the Orem office of Western Mortgage, a member of the United Savings/Western Mortgage family of companies.

For the past 22 years he has been

involved in various areas of business finance. He formerly worked as a registered representative of the New York Stock Exchange and the Chicago Board of Trade. He was the vice president of AmericanReal Estate Association



and Autumn Construction and Devel-

Jerald Dixon



# River rat's project makes money

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By ROSANN FILLMORE  
Herald Staff Writer

When a southern Utah river rat needed a winter project, he started making a widget and the widget started making money, and a small rural town had a new economy.

Mike Taggett, a guide on the Colorado River, estimated 632,492 pairs of eyeglass were lost in its rapids. During the winter in Hurricane, he started to think about a good, comfortable eyeglass retainer. Since 1983, he has sold over a million.

Taggett told his story at the annual Inc. 500 awards luncheon recently.

The first pair was made from shoelaces, the next from a seamed tube of T-shirt material.

He called his creation "Jerks"

because he liked Steve Martin's movie, "The Jerk." Taggett took "Jerks" to an outdoor products show, where a competitor accused him of stealing their patent.

Taggett checked it out and decided to use an unseamed tube to avoid patent problems. "My competitor started me down the right road," he said.

He renamed his product, "Chums," because it sounded friendlier than "Jerks." Then he took Chums on the road. Booking half a booth at the Las Vegas ski show, he found himself next to a Swedish company, Swatches.

After the show, the company ordered 290,000 Chums to be delivered over four months. At that time the factory was making 200 Chums per week. Production had to increase to

75,000 per week to meet the order. His company did it.

But, Swatches did not sell many Chums. They didn't know how to market it, Taggett said. "You couldn't leave these things in a box on the shelf, and expect people to know what they were and buy them."

Then began what Taggett calls "guerilla-style" marketing. He takes his products to hundreds of trade shows a year, where he gives away 3,000 Chums to everyone from the bellboy at the hotel, to the receptionist at the convention center.

The result has been a 100 percent annual growth.

Taggett's company now makes 25,000 Chums a week and employs several people in Hurricane and

surrounding towns. Townspeople claim Taggett works hard to market Chums for the good of the community, not just for his own profits.

Now a new product is rolling off the sewing machines in Hurricane — HelloWear. A line of out door wear, Taggett calls it logical clothing. He claims it has traveled from the depths of the Grand Canyon to the top of Mount Everest. In fact Chums have been on several Mt. Everest expeditions.

Profits from the company help fund research on clean burning engines. Taggett, like many outdoorsmen, is committed to a clean environment.

"If you're ever near Hurricane, stop by to see us. If we're not in the factory, you can find us on the river," he said.



AP Laserphoto

A committee overseeing Utah's cold fusion efforts had hoped to meet with top scientists B. Stanley Pons, left, and Martin Fleischmann, right.

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# Crunch felt everyw

## Herald Staff Report

Oil prices continue to remain at an all-time high causing Utah County's communities and schools to feel the crunch.

As the price of crude oil for December delivery climbed more than \$1.50 a barrel to about \$31 a barrel on the New York Mercantile Exchange, city and school fleet managers, along with city financial operators continue to watch as the fuel budgets are gobbled up.

Brent Holman, city fleet manager, said \$210,000 was budgeted in 1990-91 for unleaded and diesel fuel for the city's vehicles and equipment. So far, the city has spent about 40 percent of that budget, about 200 percent more than allotted for this point of the fiscal year.

The city increased this year's budget by about 5 percent to 7 percent to account for inflation, but it's more difficult to predict fluctuations in fuel costs, Holman said.

"July had been really good," he said. "All of a sudden last month the prices really went up."

While making fuel purchases for the city, Holman said he heard rumors that gas will soar above \$2 per gallon by December.

"It's scary," he said. "It kind of hampers your operation because you don't know what to project."

## Price of crude oil

The city is now in the process of digging up its 17 underground fuel tanks and replacing them with two larger above-ground tanks which will serve all city vehicles. This should save the city some money when completed because the city will be able to buy fuel in larger quantities, Holman said.

Currently, the city receives 1,800-gallon fuel deliveries every other day. Holman said the project hopefully would be finished by the beginning of next year.

When asked to speculate what would happen if the city's fuel budget was exhausted, he said, "That's something we'd have to get with the administration on. We'd have to make some changes. We'll just hope for the best and that it doesn't go quick, but, yes, all indications say it's going."

Holman emphasized that he is already starting to draw some decisions about what the city's needs will be.

Director of Orem Administrative Services Phil Goodrich said, "Every cent that gas prices go up it costs the city \$2,000. If it continues to go up, under the worst case scenario, it could cost the city